

This Page Is Inserted by IFW Operations  
and is not a part of the Official Record

## **BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning documents *will not* correct images,  
please do not report the images to the  
Image Problem Mailbox.**



Attorney Docket # 1031-15

Patent

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors: John Richard Myers et al.  
Serial No.: 10/714,453  
Filed: November 14, 2003  
Title: Collapsible Display For Retail Outlet

**SUBMISSION OF CERTIFIED COPY OF PRIORITY DOCUMENT**

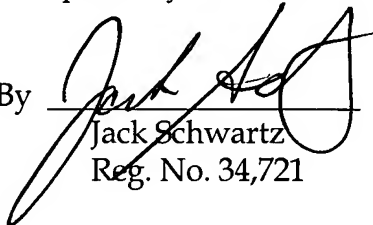
Hon. Commissioner  
of Patents & Trademarks  
Washington, D.C. 20231

Dear Sir:

Attached please find a certified copy of United Kingdom Patent Application No. 0227195.5 filed November 21, 2002. The above-identified application claims priority from this document.

Respectfully submitted,

By

  
Jack Schwartz  
Reg. No. 34,721

Dated: March 26, 2004



## INVESTOR IN PEOPLE

**The Patent Office  
Concept House  
Cardiff Road  
Newport  
South Wales  
NP10 8QQ**

I, the undersigned, being an officer duly authorised in accordance with Section 74(1) and (4) of the Deregulation & Contracting Out Act 1994, to sign and issue certificates on behalf of the Comptroller-General, hereby certify that annexed hereto is a true copy of the documents as originally filed in connection with the patent application identified therein.

In accordance with the Patents (Companies Re-registration) Rules 1982, if a company named in this certificate and any accompanying documents has re-registered under the Companies Act 1980 with the same name as that with which it was registered immediately before re-registration save for the substitution as, or inclusion as, the last part of the name of the words "public limited company" or their equivalents in Welsh, references to the name of the company in this certificate and any accompanying documents shall be treated as references to the name with which it is so re-registered.

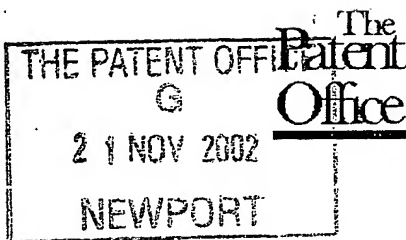
In accordance with the rules, the words "public limited company" may be replaced by p.l.c., plc, P.L.C. or PLC.

Re-registration under the Companies Act does not constitute a new legal entity but merely subjects the company to certain additional company law rules.

**Signed**

M. C.

Dated 17 November 2003



The Patent Office

Cardiff Road, Newport  
South Wales NP9 1RH

# Request for grant of a patent

(see the notes on the back of this form. You can also get an explanatory leaflet from the Patent Office to help you fill in this form)

1.	Your reference	P400584		
2.	Patent application number (The Patent Office will fill in this part)	0227195.5		21 NOV 2002
3.	Full name, address and postcode of the or of each applicant (underline all surnames)	Simpson Print Limited 10 Armstrong Road Washington Tyne & Wear NE37 1PR		
	Patents ADP number (if you know it)	85/0760001		
	If the applicant is a corporate body, give the country/state of its incorporation	England		
4.	Title of the invention	COLLAPSIBLE DISPLAY FOR RETAIL OUTLET		
5.	Name of your agent (if you have one)	URQUHART-DYKES & LORD ST NICHOLAS CHAMBERS AMEN CORNER NEWCASTLE UPON TYNE NE1 1PE		
	"Address for service" in the United Kingdom to which all correspondence should be sent (including the postcode)			
	Patents ADP number (if you know it)	00001644019		
6.	If you are declaring priority from one or more earlier patent applications, give the country and the date of filing of the or of each of these earlier applications and (if you know it) the or each application number	Country	Priority application number (If you know it)	Date of filing (day/month/year)
7.	If this application is divided or otherwise derived from an earlier UK application, give the number and the filing date of the earlier application	Number of earlier application		Date of filing (day/month/year)
8.	Is a statement of inventorship and or right to grant of a patent required in support of this request? (Answer "Yes" if: a) any applicant named in part 3 is not an inventor, or b) there is an inventor who is not named as an applicant, or c) any named applicant is a corporate body; see note (d))	YES		

9. Enter the number of sheets for any of the following items you are filing with this form. Do not count copies of the same document

Continuation sheets of this form

Description 6

Claim(s) 2

Abstract

Drawing(s) 2+2

- 10 If you are also filing any of the following items state how many against each item:

Priority documents

Translation of priority documents

Statement of inventorship and right to grant of a patent (patents form 7/77)

Request for preliminary examination and search (patents form 9/77)

Request for substantive examination (patents form 10/77)

Any other documents (please specify)

- 11 I/We request the grant of a patent on the basis of this application.  
Signature Date 20/11/02

  
URQUHART-DYKES & LORD

- 12 Name and daytime telephone number of person to contact in the United Kingdom Martin Vinsome 0191 261 8573

# Warning

After an application for a patent has been filed, the Comptroller of the Patent Office will consider whether publication or communication of the invention should be prohibited or restricted under Section 22 of the Patents Act 1977. You will be informed if it is necessary to prohibit or restrict your invention in this way. Furthermore, if you live in the United Kingdom, Section 23 of the Patent Act 1977 stops you from applying for a patent abroad without first getting written permission from the Patent Office unless an application has been filed at least 6 weeks beforehand in the United Kingdom for a patent for the same invention and either no direction prohibiting publication or communication has been given, or any such direction has been revoked.

## Notes

- a) if you need help to fill in this form or you have any questions, please contact the Patent Office on 0645 500505.
- b) Write your answers in capital letters using black ink or you may type them.
- c) If there is not enough space for all the relevant details on any part of this form, please continue on a separate sheet of paper and write "see continuation sheet" in the relevant part(s). Any continuation sheet should be attached to this form.
- d) If you have answered "Yes" Patents Form 7/77 will need to be filed
- e) Once you have filled in the form you must remember to sign and date it.
- f) For details of the fee and ways to pay please contact the Patent Office.

COLLAPSIBLE DISPLAY FOR RETAIL OUTLET

The present invention relates to collapsible displays for retail outlets, and relates particularly, but not exclusively, to collapsible displays of cardboard or other sheet material for displaying consumer products, for example food products.

Collapsible displays for use in retail outlets are known in which the display in its assembled condition forms a large container for containing consumer products such as toiletries or food products such as snack foods, and a header card for carrying sales and/or product information relating to the food product and its manufacturer and is collapsible for compact storage and/or transport. Known collapsible displays of this type suffer from the drawbacks that retail staff often have difficulty assembling the foldable display correctly, and the header card carrying sales information is provided as a separate piece from the main body of the display, as a result of which the header card is often lost, severely detracting from the visual impression created by the display.

Preferred embodiments of the present invention seek to overcome the above disadvantages of the prior art.

According to the present invention, there is provided a collapsible display for a retail outlet, the display comprising:-

a first portion having a folded condition and an unfolded condition;

a second portion including a display area for carrying display information; and

at least one product supporting portion pivotably connected between said first and second portions;

wherein said second portion is moveable relative to said first portion between a first position, in which the or each said product supporting portion is folded flat against said first portion to allow folding of said first portion to the folded condition thereof, and a second position, in which the or each said product supporting portion is adapted to support at least one product to be displayed and to retain said first portion in the unfolded condition thereof, and said display area protrudes from said first portion.

This provides the advantage of simultaneously simplifying assembly of the display to its unfolded condition for use in displaying one or more products, while ensuring that the second portion, which may carry important sales information from the point of view of the supplier of the product being displayed, does not become separated from the rest of the display and lost.

The second portion may be located substantially inside said first portion in said first position.

This provides the advantage of making the display more compact in its folded condition, enabling more convenient storage and/or transport of the display.

The display may further comprise retaining means for retaining the or each said product supporting portion in said second position to prevent folding of said first portion.

The retaining means may comprise at least one respective retaining member for engaging the or each said product supporting portion.

The or each said retaining member may be formed integrally with said first portion.

This provides the advantage of a simplifying construction of the display.

In a preferred embodiment, said first portion is formed from at least one sheet material, and the or each said retaining member is adapted to be displaced out of the plane of the or each sheet material adjacent thereto.

The display may further comprise at least one display member for carrying graphic information and adapted to be mounted to said first portion.

The or each said display member may be separable from said first portion.

This provides the advantage of maximising the extent to which components of the display can be formed from a single rectangular sheet of material, since the or each display member can be formed from off-cuts of the sheet from which the first and/or second portion are formed.

The first portion may comprise at least one foldable portion for retaining a respective said display member in position.

A preferred embodiment of the invention will now be described, by way of example only and not in any limitative sense, with reference to the accompanying drawings, in which:-

Fig 1 shows the separate components of a collapsible display embodying the present invention; and



Figs 2a to 2d show the steps taken to unfold the assembled display of figure 1.

Referring to Figure 1, a retail display (1) comprises a first, body portion (2), a second, display portion (3), a plurality of product supporting, shelf portions (4), and a pair of display members in the form of sidewings (5). The body portion (2), display portion (3) and sidewings (5) are cut from a single rectangular sheet of cardboard or other suitable lightweight sheet material.

The body portion (2) has a pair of sides (6), each of which is provided with central fold lines (7), the sides (6) being separated by a front panel (8) provided with a series of apertures (9) and corresponding foldable flaps (10). The body portion (2) is also provided with a rear panel (11) extending from one of the sides (6) and provided with foldable tabs (12), the purpose of which will be explained in greater detail below, and a further panel (13) extending from the other side panel (6) and provided with foldable tabs (14), corresponding to foldable tabs (12). To assemble the body portion, the panels (11) and (13) are glued together, to form a generally cuboid-shaped box which can be folded flat by folding the sides (6) outwardly along fold lines (7).

The display portion (3) has a display area (15) for carrying sales information, and is provided with a series of slots (16), each of which receives a flap (17) of a corresponding shelf portion (4), the flap (17) then being glued in position against the display portion (3). Each shelf portion (4) is also provided with an edge flap (18) which is glued to a corresponding flap (10) of the body portion (2) so that the display portion (3) is connected to the body portion (2) by the shelf portions (4), but can be moved in the direction of arrow A in Figure 2a.

Each of the sidewings (5) is provided with cut-outs (19) to form generally L-shaped tabs (20) for location between corresponding shelf portions (4) and the adjacent upper part of a side (6) of body portion (2) to locate the sidewings (5) in position on the unfolded body portion (2).

Referring to Figure 2a, the display is initially provided in a compact, folded condition for transport purposes, in which the shelf portions (4) are folded flat against the front panel (8) of body portion (2), and the side panels (6) are folded in half outwardly along fold lines (7) so that the display is generally flat. In this condition, the display area (15) of display portion (3) is located downwards (in the direction of arrow B in Figure 2c) relative to its unfolded condition so that the display portion (3) is located substantially within body portion (2). In order to bring the display into its unfolded condition, the display area (15) of display portion (3) is moved relative to the body portion (2) in the direction of arrow A in Figure 2a. This brings the shelf portions (4) into a horizontal orientation relative to the body portion (2) to provide shelves for displaying consumer products, for example toiletries or food products such as snack products, while at the same time maintaining the body portion (2) in its unfolded condition.

Referring now to Figure 2b, in order to maintain the shelves in position, the tabs (12), (14) of body portion (2) are displaced inwardly to prevent the shelves from being folded back against the body portion, and to retain the display portion (3) in a position in which the display area (15) is visible. The side wings (5) are then mounted to the display as shown in Figure 2c by locating tabs (20) between shelf portions (4) and the inner side walls (6) of body portion (2), and then folding side flaps (21) downwardly to retain the sidewings (5) in position to produce the assembled display shown in Figure 2d.

It will be appreciated by persons skilled in the art that the above embodiment has been described by way of example only and not in any limitative sense, and that various alterations and modifications are possible without departure from the scope of the invention thus defined by the appended claims. For example, the components of the above embodiment have been described as glued together, but it will be understood by persons skilled in the art that other method of constructions may be used, such as locating separate components in position relative to each other by means of cooperating lugs and slots provided on the components.

CLAIMS

1. A collapsible display for a retail outlet, the display comprising:-

a first portion having a folded condition and an unfolded condition;

a second portion including a display area for carrying display information; and

at least one product supporting portion pivotably connected between said first and second portions;

wherein said second portion is moveable relative to said first portion between a first position, in which the or each said product supporting portion is folded flat against said first portion to allow folding of said first portion to the folded condition thereof, and a second position, in which the or each said product supporting portion is adapted to support at least one product to be displayed and to retain said first portion in the unfolded condition thereof, and said display area protrudes from said first portion.

2. A display according to claim 1, wherein the second portion is located substantially inside said first portion in said first position.

3. A display according to claim 1 or 2, further comprising retaining means for retaining the or each said product supporting portion in said second position to prevent folding of said first portion.

4. A display according to claim 3, wherein the retaining means comprises at least one respective retaining member for engaging the or each said product supporting portion.

5. A display according to claim 4, wherein the or each said retaining member is formed integrally with said first portion.

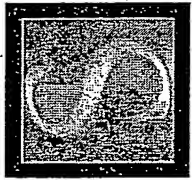
6. A display according to claim 5, wherein said first portion is formed from at least one sheet material, and the or each said retaining member is adapted to be displaced out of the plane of the or each sheet material adjacent thereto.

7. A display according to any one of the preceding claims, further comprising at least one display member for carrying graphic information and adapted to be mounted to said first portion.

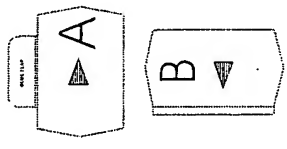
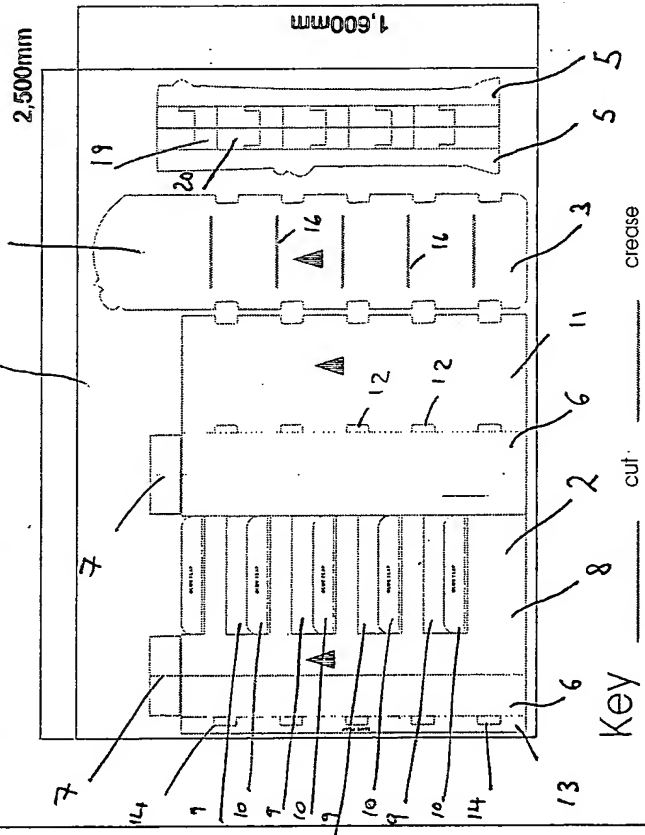
8. A display according to claim 7, wherein the or each said display member is separable from said first portion.

9. A display according to claim 8, wherein the first portion comprises at least one foldable portion for retaining a respective said display member in position.

10. A collapsible display for a retail outlet, the display substantially as hereinbefore described with reference to the accompanying drawings.



simpsongroup



To make up shell version one, stick part A over Part B

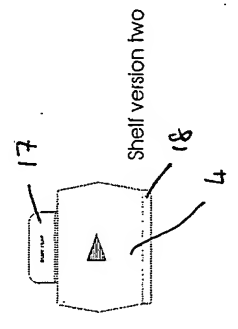
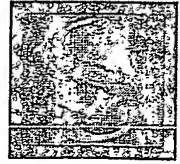


FIG 1

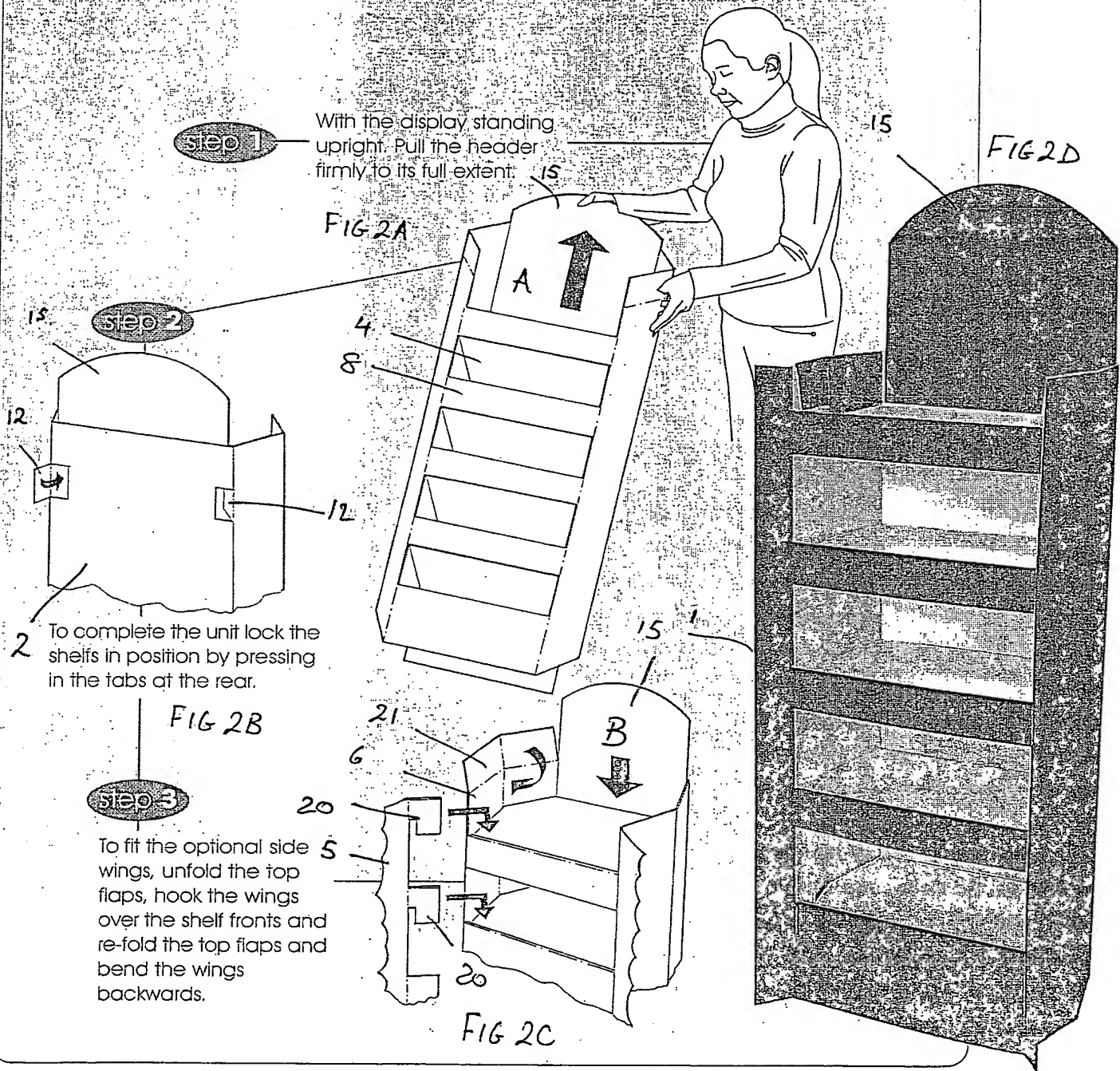


**simpsongroup**  
the complete picture in print

# Make Up Instructions

## Pull-up 5 Tier Unit

**Contents:** 1 x Flat Packed 5 Tier Unit 2 x Optional Side Wings



**simpsongroup** 9-10 Armstrong Road, Armstrong Industrial Estate, District 2, Washington, Tyne & Wear, NE37 1PR, England.  
Tel: +44 (0) 191 416 1579 Fax: +44 (0) 191 417 0216 Isdn: +44 (0) 191 415 1608